



**Food Marketing in the Real World
A Training and Networking Opportunity for Food Entrepreneurs
Sponsored by the Division of Marketing
North Carolina Department of Agriculture & Consumer Services**

Date: Tuesday, April 20, 2010

Time: 8:30 a.m. – 4:15 p.m.

Location: Virginia Boone Building, WNC Ag Center, Fletcher, NC

Cost: \$30, includes lunch, snacks and materials

Registration Deadline: April 13, 2010

Space is limited to 40 attendees.

If you are already a small food producer, here's why you should attend:

- ☐ To learn about new opportunities for expanding your food business
- ☐ Hear from successful food professionals
- ☐ Learn how to reach new markets
- ☐ Network with other food entrepreneurs
- ☐ Understand how your financial situation tells you if you're ready for expansion
- ☐ Receive helpful resource material

A G E N D A

8:30 – 9:00 Registration & Networking

9:00 – 9:45 Creating Competitive Advantage: The Difference Between Marketing & Sales

Presenters: Annette Dunlap

NCDA Division of Marketing

A look at what creates competitive advantage in the market place, and how to make competitive advantage work for you as you expand your business.

9:45 – 10:00 Networking: We're going to help you do some speed networking, so bring plenty of business cards to take advantage of this opportunity to meet other entrepreneurs like you.

10:00 – 10:45 From Part-timer to Professional: Are you ready to make the move?

Presenters: Matt Parker

NCDA Division of Marketing

A discussion of the key signs in your business that let you know you're ready to take that next big step.



10:45 – 11:00 Round Robin Networking Opportunity

11:00 – 11:45 Entrepreneurial Panel: Stories from the “Small Business Front”
Local food entrepreneurs share their success stories

11:45 – 12:00 Morning Feedback Session

12:00 – 1:00 Lunch

1:00 – 1:45 Expanding the Business, Part 1 – How do regulations affect you? What you need to consider as you expand your business to be in compliance with food manufacturing regulations and food safety.
Presenter: NCDA Food & Drug Specialist

1:45 – 2:00 Break

2:00 – 2:45 Marketing to Food Service & Retail: What You Need to Know Presenters: TBA

A look at what is required to successfully market your products to the food service and retail industries.

2:45 – 3:00 Speed Networking

3:00 – 3:45 Expanding the Business, Part 2 – How Much Money do you Need?
Learn what your financial statements are telling you about your business' expansion possibilities
Presenters: TBA

A look at important financial/business ratios tracked over time will tell you if your business is ready for expansion, and how lenders evaluate your potential to pay back a loan.

3:45 – 4:15 Afternoon Feedback and Wrap-Up

For more information and to register, contact:

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